Sparky

happy, healthy dogs

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Academy of Art University
Graduate School of Web Design & New Media
Midpoint Proposal
Date of Presentation: xx/xx/2014

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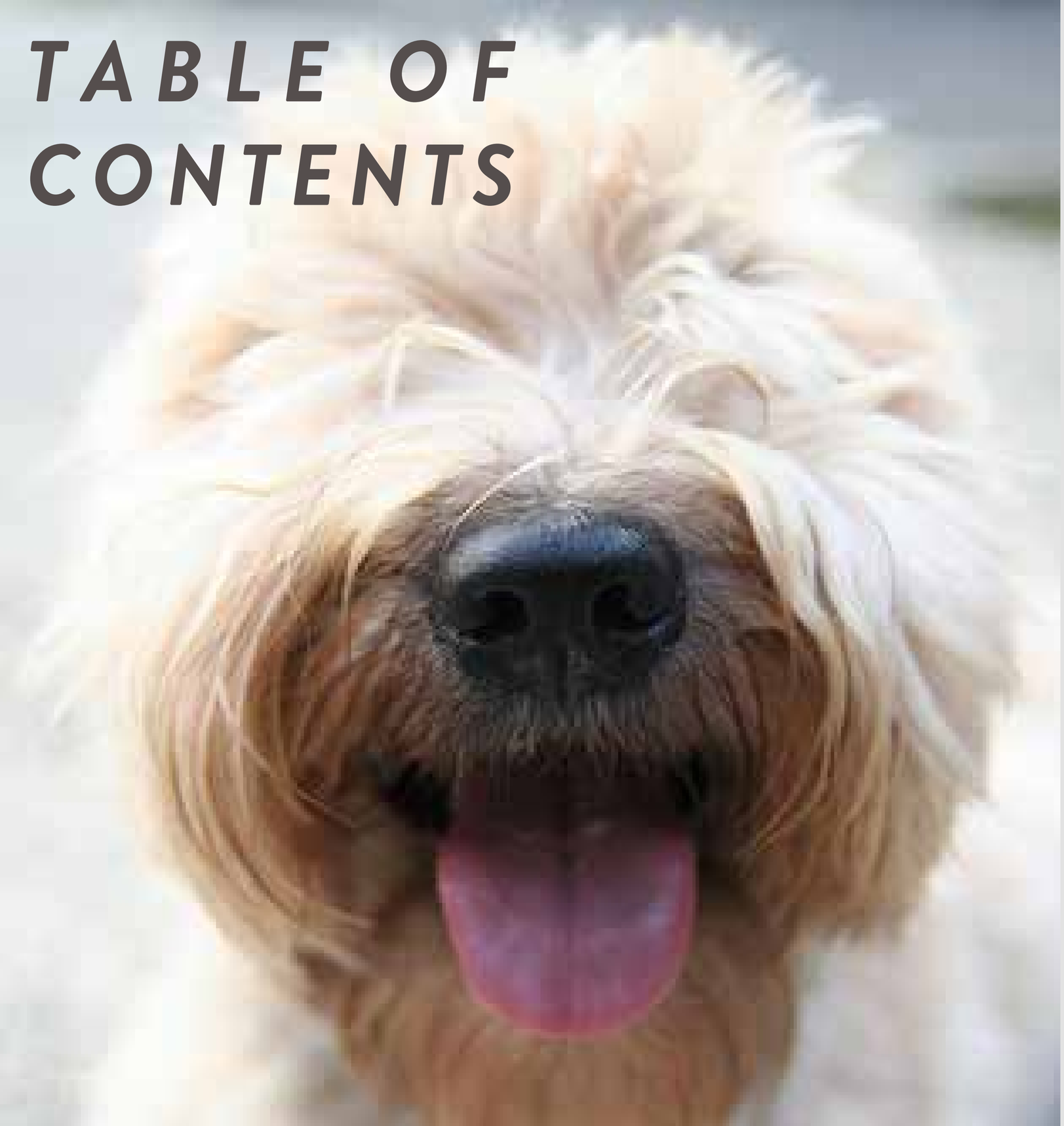

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Hello! I’m Charmaine!

Hi My name is Charmaine and I am from sunny Long Beach California. I got my Bachelor’s degrees in Marketing and Ecommerce in 2010. However, I felt the need to go back to school to have better understanding of the design aspect of marketing which I grew greater interest more than the business side. I have always been interested in new media, and how it progress over time, that’s why this program really got me interested.

My design aesthetics are modern, clean, flat, and oddly colorful. I love making people smile through my designs, I know there are lots of artists that aims to work in different realm, however if I can make one sad person in the world happy through my designs, I think I did my job.

Fun facts about me, I like to listen to Motown music when I do my work, and I like to think I am the missing member of Boys II Men or the key to getting Destiny’s child back together again. Well, a girl can dream right? I love meeting new people so feel free to say Hello! I don’t bite!

“Business in the front, party in the back”

CURRICULUM VITAE

EDUCATION:

CURRENT:
ACADEMY OF ARTS UNIVERSITY
MFA, WEB DESIGN NEW MEDIA

PAST:
CSU LONG BEACH
ATTENDED: 08/2005-12/2010
BS MARKERTING
BS INFORMATION SYSTEM

WORK EXPERIENCE

CURRENT:
PEOPLE'S REVOLUTION
ACCOUNT MANAGER
WEST HOLLYWOOD, CA
09/2013-CURRENT

PAST:
FARMERS INSURANCE
INSURANCE AGENT
01/2011-01/2013

OLD NAVY
TEAM LEADER & SOCIAL MEDIA STRATEGIST
06/2007-12/2012

SKILLS:

DESIGN TOOLS:

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE FIREWORKS

ADOBE INDESIGN

ADOBE DREAMWEAVER

CODING TOOLS:

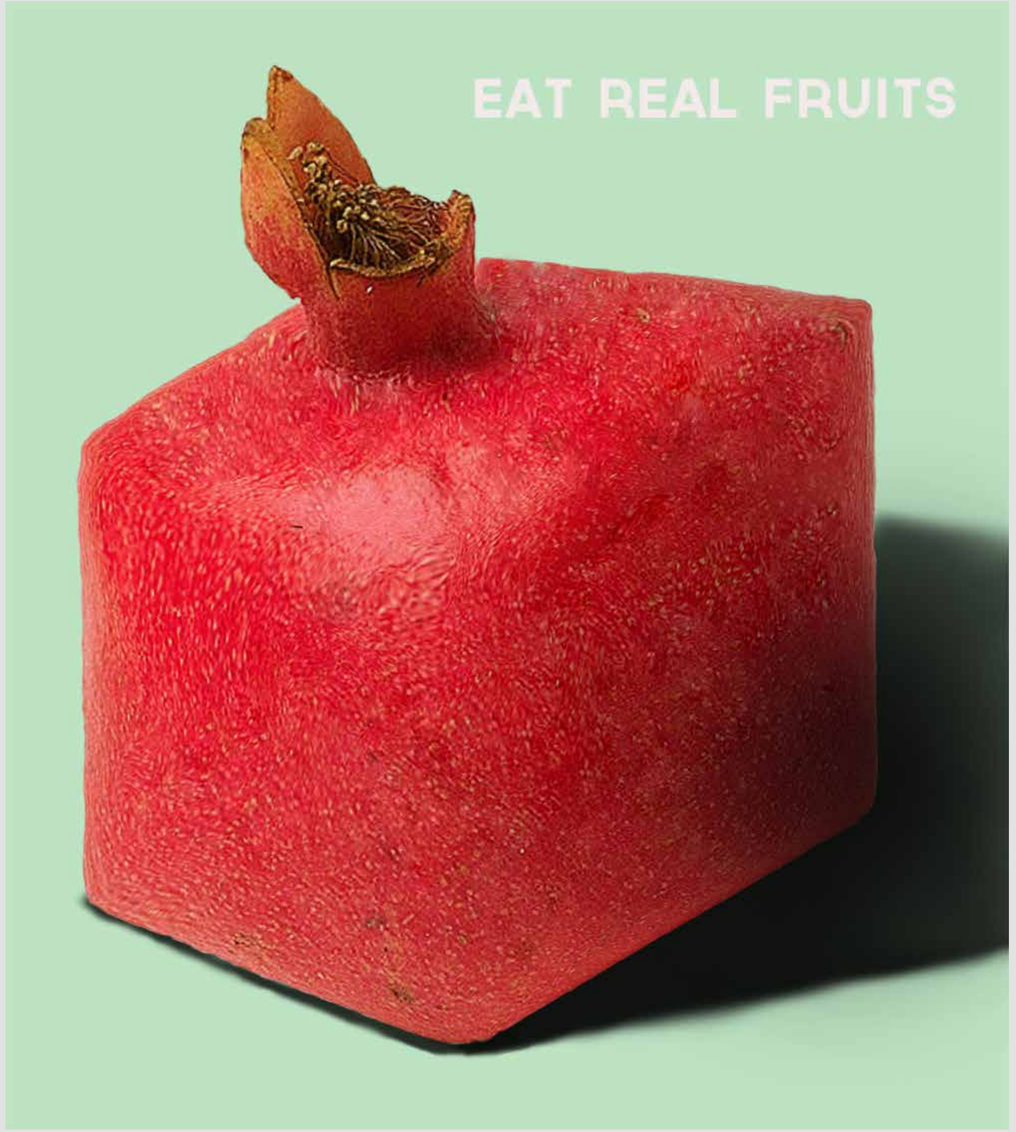
BBEDIT, SUBLIME TEXT EDIT

PORTFOLIO

WNM 619 ADVANCED DIGITAL IMAGING

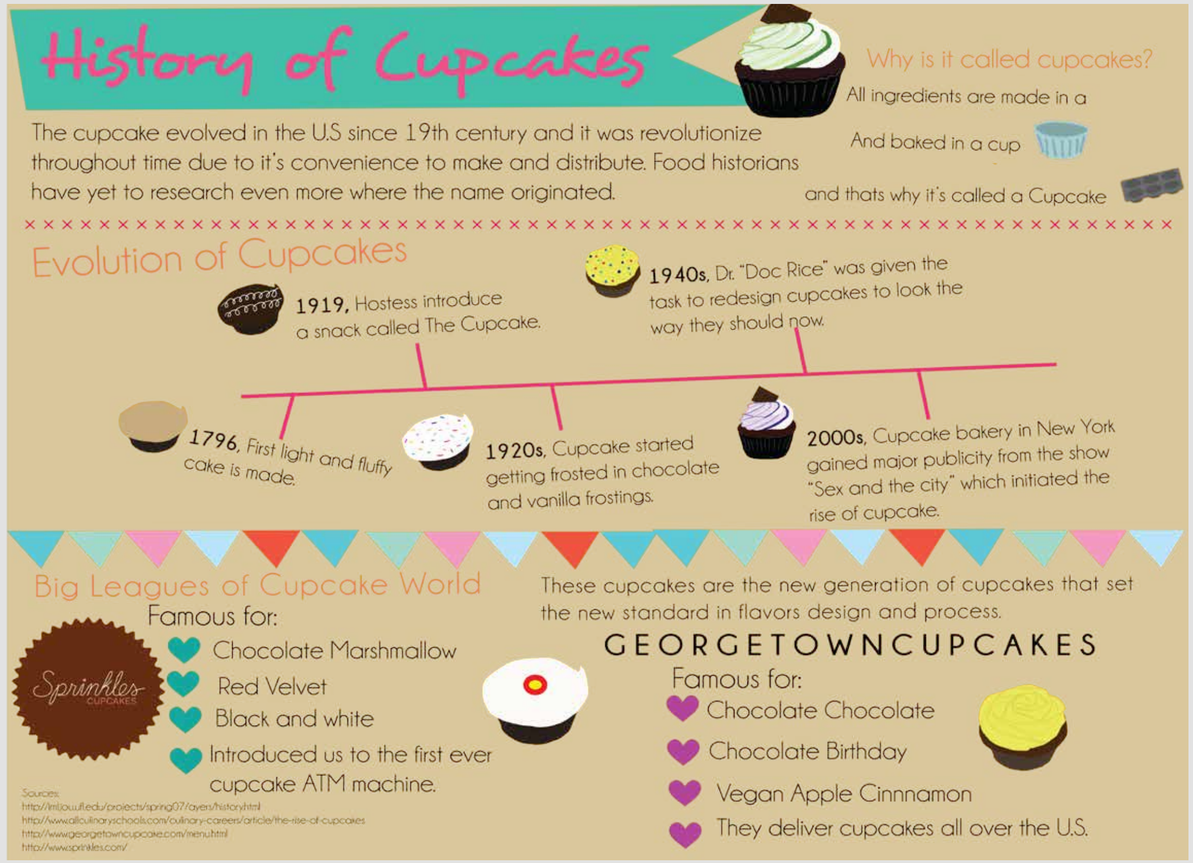
FALL 2013
MICHAEL BRUNSFELD

CREATED A FUN PROJECTS USING PHOTOSHOP CLASS, LEARNED THE DISTORT AND WARP TOOL TO CREATE A SQUARED FRUIT. USE ALL PHOTOSHOP SKILLS TO CREATE A TWIN COMPOSITION

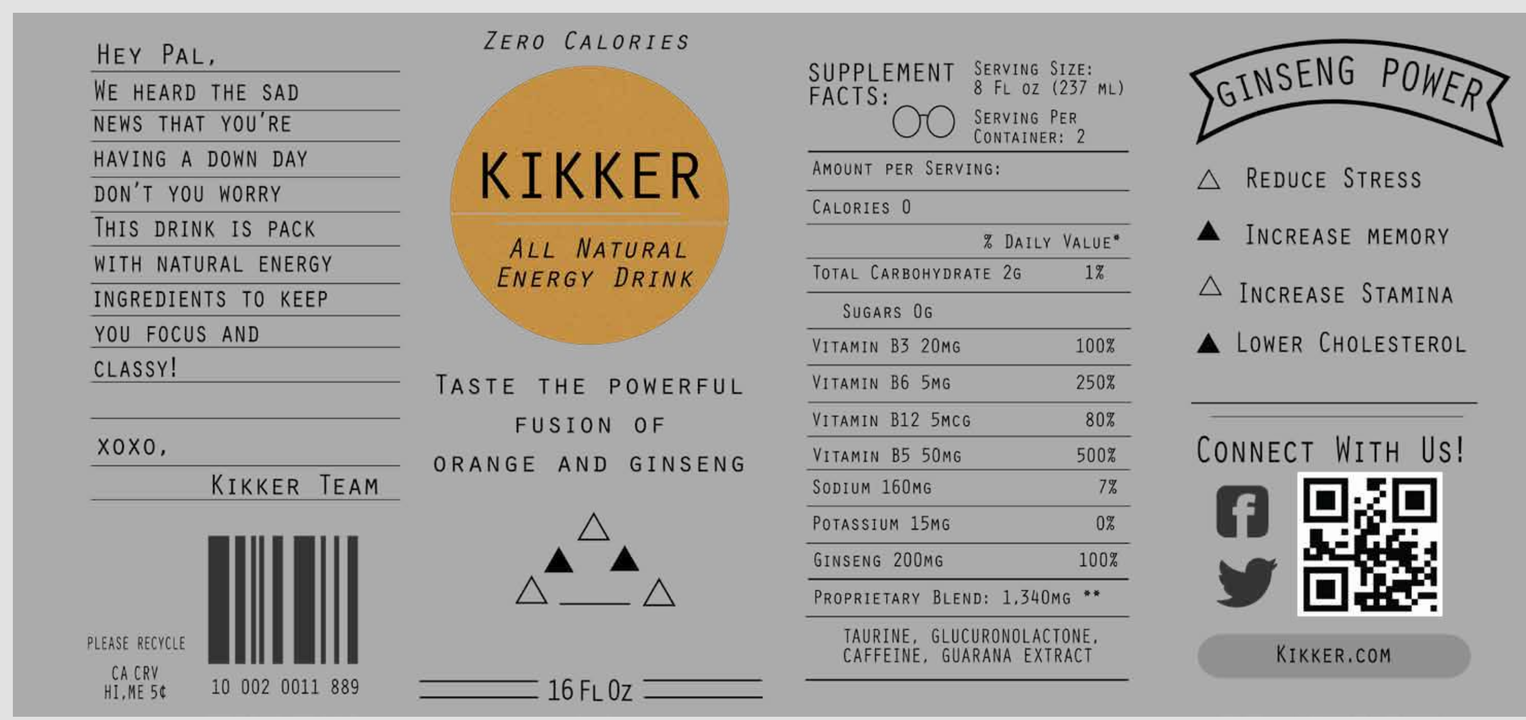


WNM 605 TYPOGRAPHY

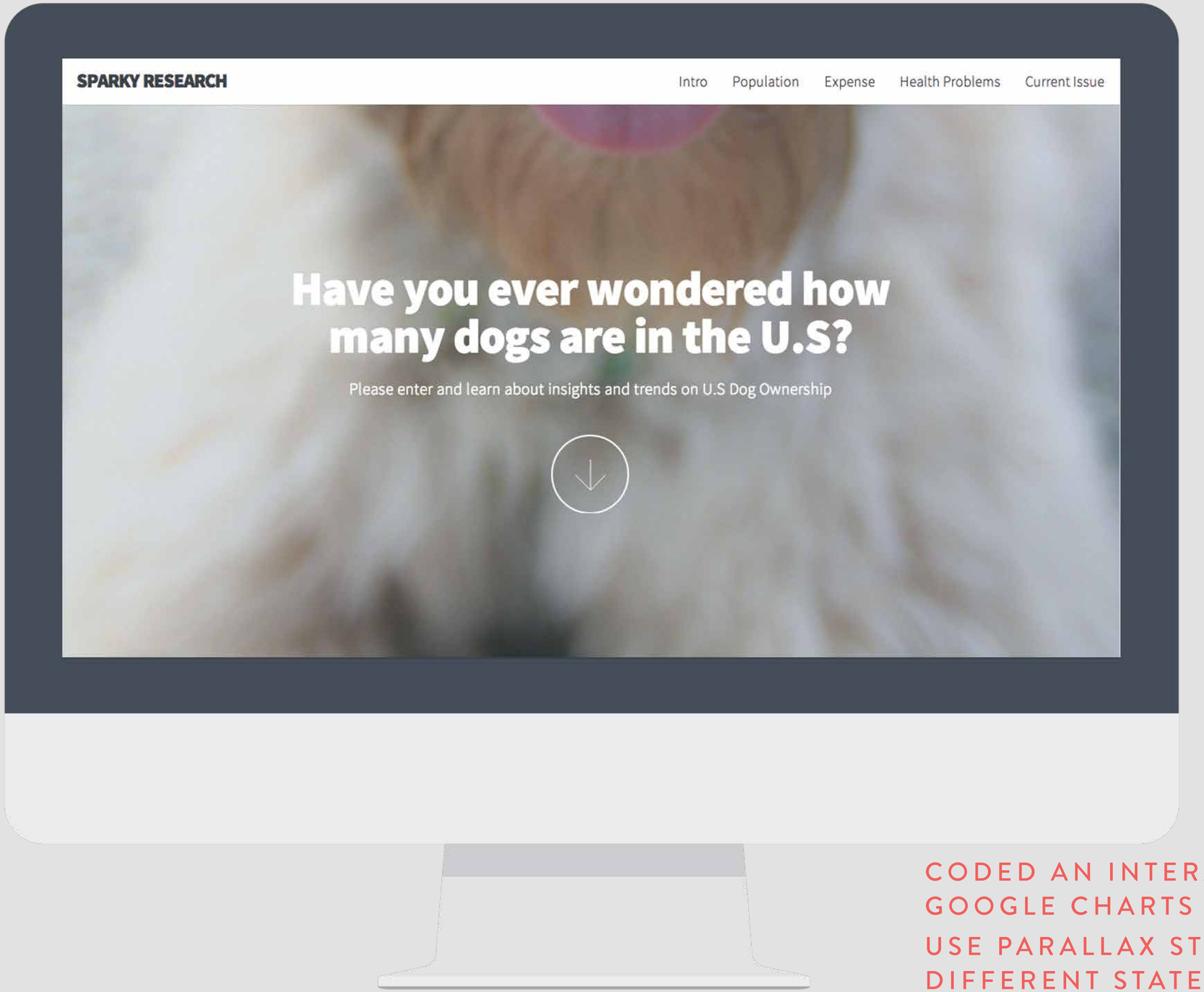
SPRING 2013
EMILIE DRUM



CREATED A VISUAL DESIGN FOR A LIVEBOOK FOR MY FRIEND'S DESERT COMPANY.



CREATED A DRINK LABEL FOR A FICTITIOUS ENERGY DRINK COMPANY



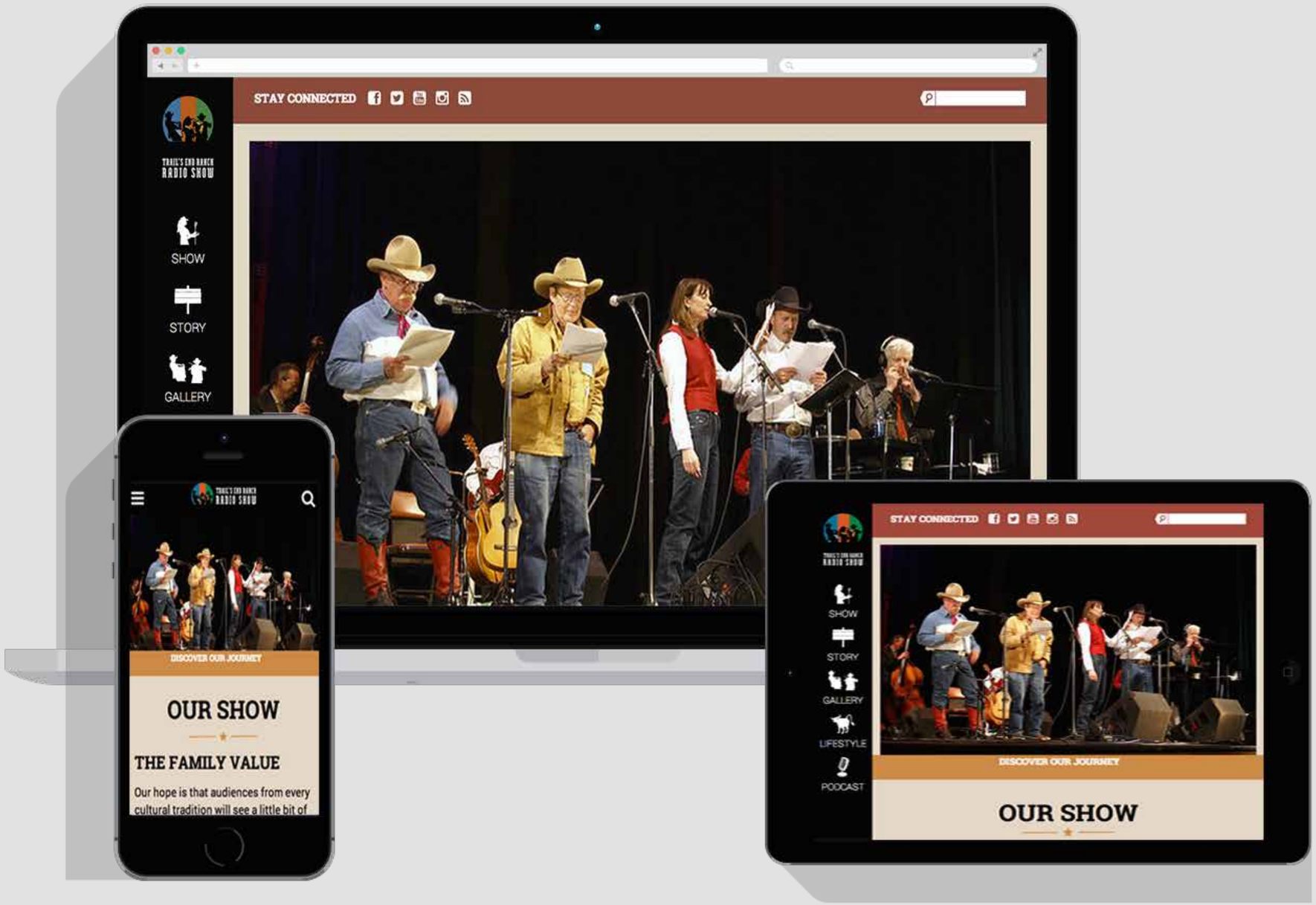
WNM 605 INTERACTIVE INFOGRAPHICS

SPRING 2014
RYAN MEDEIROS

CODED AN INTERACTIVE INFOGRAPHIC USING GOOGLE CHARTS API, HTML 5, CSS, AND JS

USE PARALLAX STYLE TO SWITCH DIFFERENT STATE IN THE SITE

VISIT SITE HERE:
http://www.ctubles.com/interactive_infographic/Assignment14_1_Tubles_C/



WNM 617
MOBILE WEB TECH

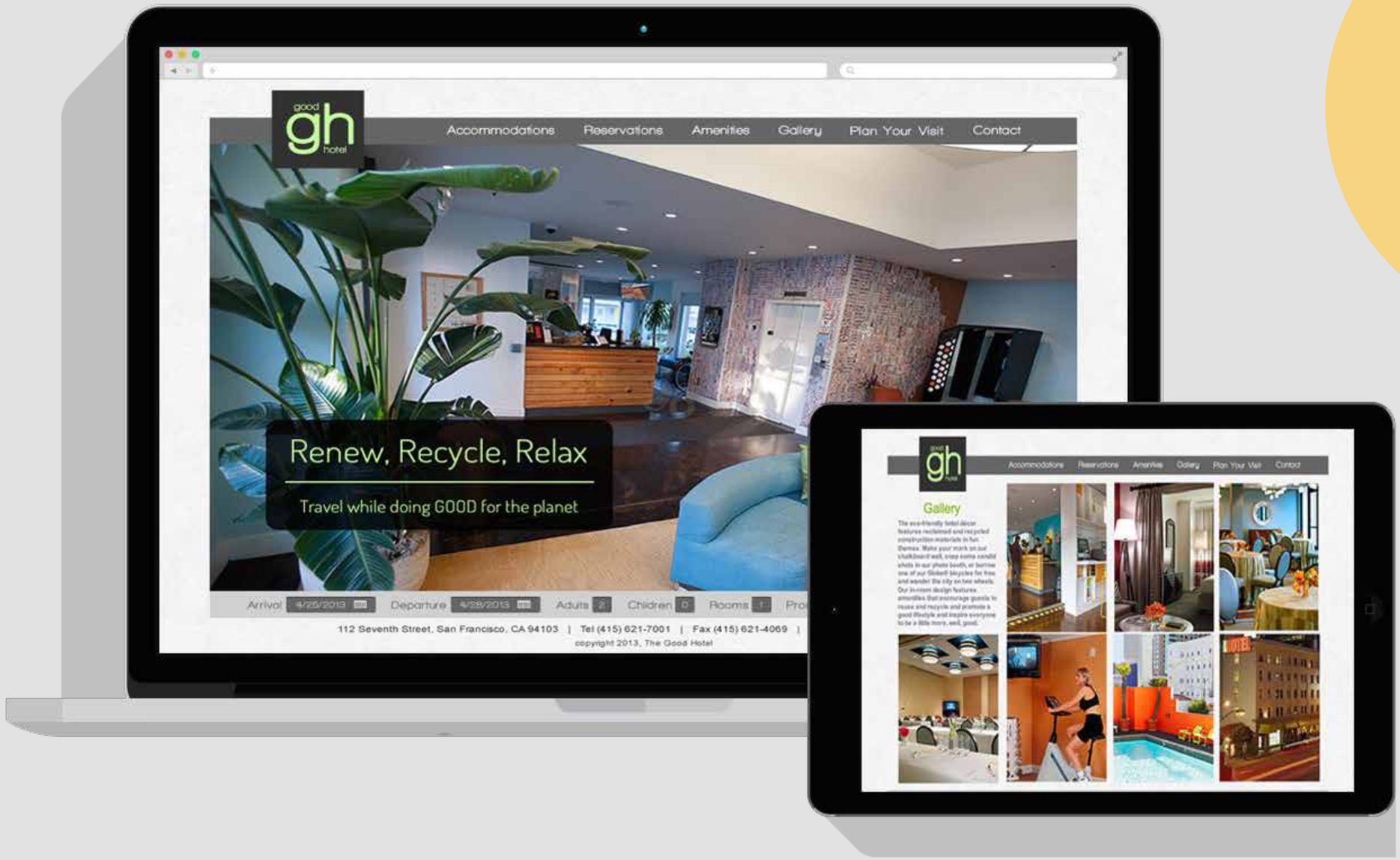
SPRING 2014
ANDREA PIMENTEL

COLLABORATED WITH A GROUP OF STUDENTS AND CODED AND DESIGNED A RESPONSIVE WEB-SITE THAT CAN BE VIEW EASILY USING DESKTOP, TABLET, AND MOBILE VERSION FOR TRAILS END RANCH RADIO SHOW.

CHECK IT OUT HERE:
http://www.knbrl.com/wnm617/ter/index.html

WNM 606 PRINCIPLES OF USABILITY

SPRING 2013
DAN ERICKSON

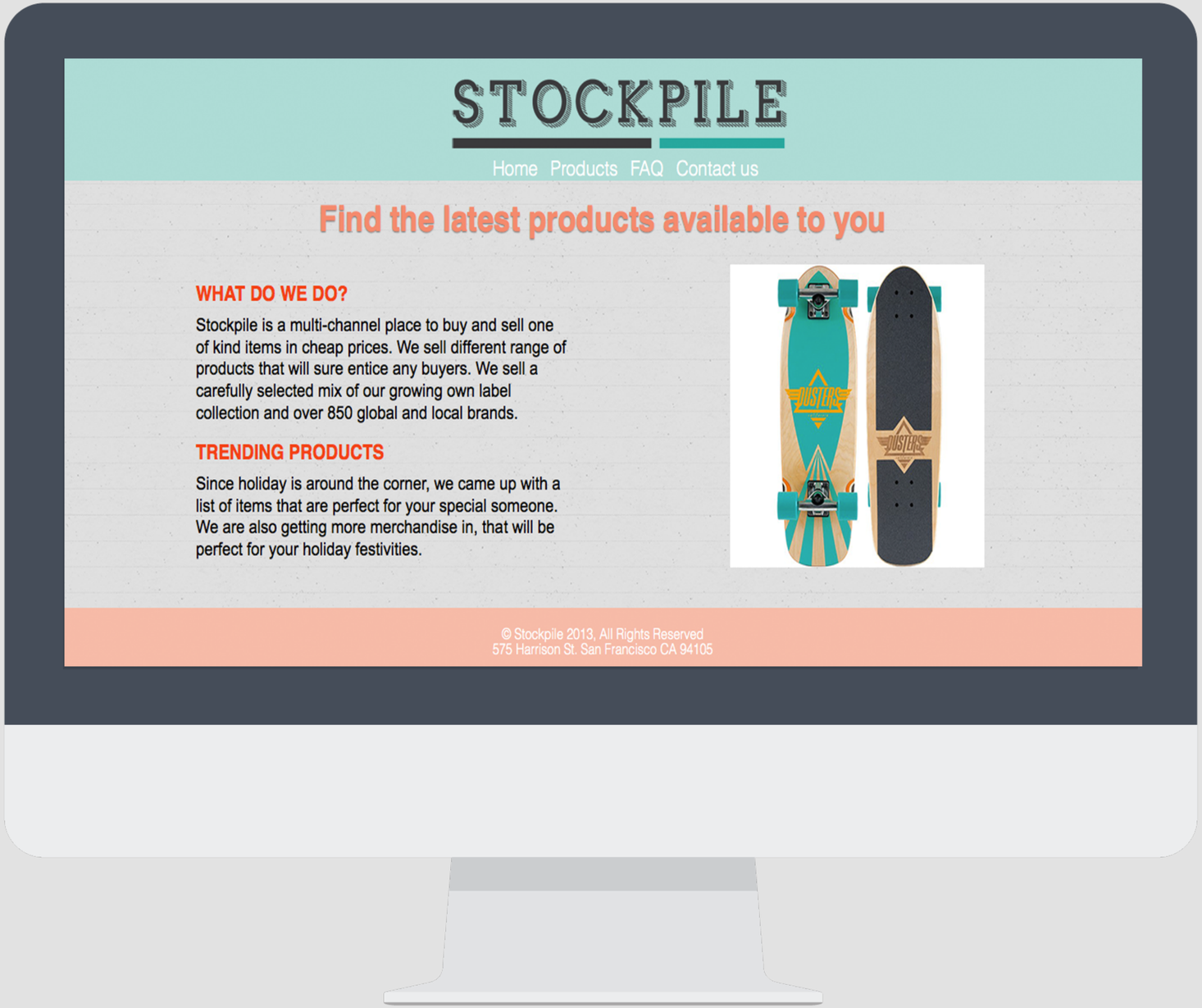


REDESIGNED GOOD HOTEL SF WEBSITE USING ADOBE FIREWORKS

WNM 608
WEB TECH 1

FALL 2013
ETHAN WILDE

LEARNED HTML5, CSS, JAVASCRIPT, JQUERY, JSON, TO PULL DATA FROM SERVER DATABASE



VISIT THE SITE HERE:
http://www.ctubles.com/webtech1_f13/home.html

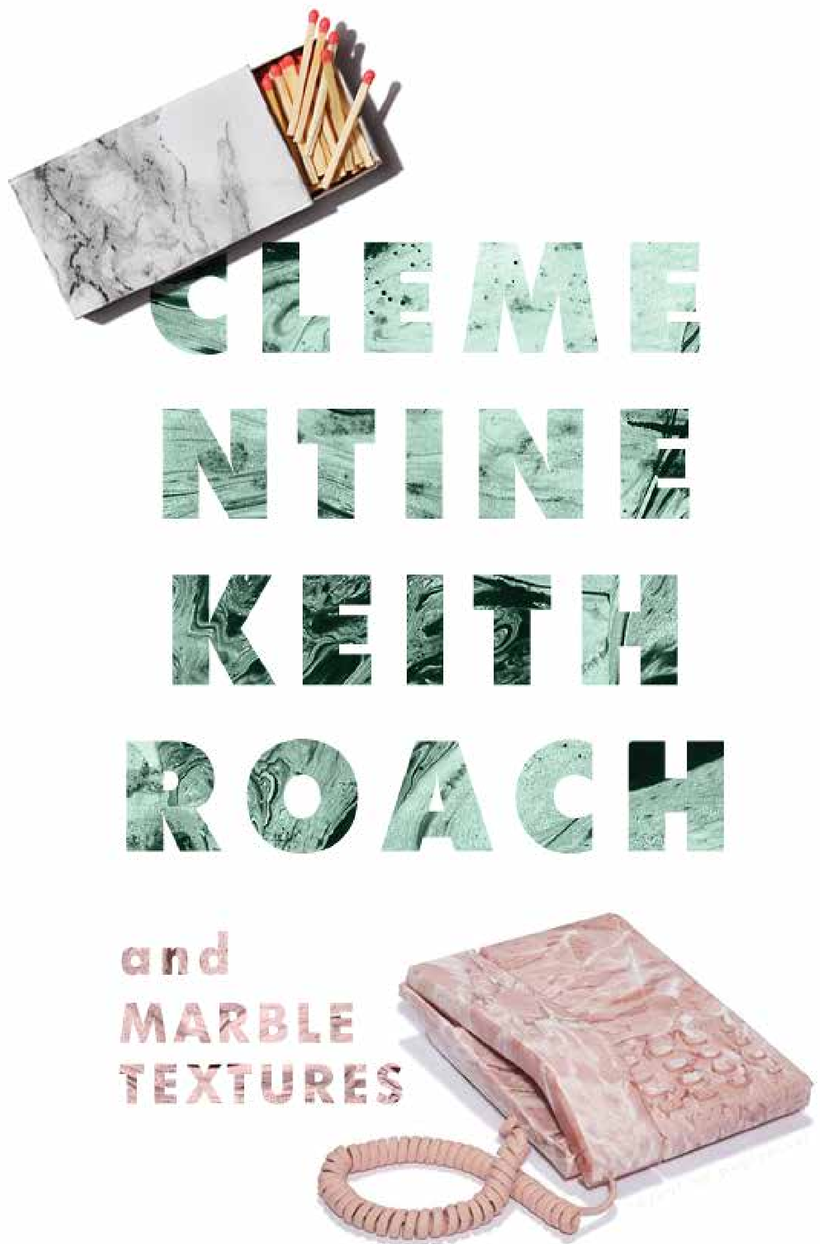
INSPIRATIONS

Gemma O'brien

Gemma is a typographer and illustrator based in Sydney working primarily with hand-drawn lettering, custom typography, illustration and art direction for motion graphics. Over the past four years she has created work for clients including The New York Times, Smirnoff, SBS, Canon, Ferrero Rocher: Mon Cheri, ABC's Play School, Bob Hawke, Julia Stone and Taronga Zoo. Her work has been published in books and magazines including Grafik, Graphic Design Referenced, Just My Type, Form Magazine, Frankie and Slanted Magazine.

The Spewbag Challenge

Katrina is a self thought web and graphic designer. She enjoys beautiful layout with a combination of well thought color palettes. She has an amazing eye on simple and minimalistic design. She loves creating design that is for commercial consumption. However, her style stands out because of the artistic perspective she input in her design. She also teach online through her subscription base classes. She has thought me helpful skills in photoshop and dabbing with HTML and CSS. She is one of the reason why I decided to go to AAU, and pursue a career in Web Design New Media.



Thesis Abstract

Sparky is a dynamic combination of a lightweight wearable tracker that attaches to your dog existing collar. It is design to be worn at all times, even while swimming. You connect your wearable device to a mobile application to track your dogs activities and wellbeing. The tracker is use to check progress, such as food and water intake, activities, rest and management system that reminds you on your next vet visits, medications, and vaccinations. Base on the owners log ins, the intuitive analytics can help canine owners make appropriate decision that will lead to a proactive growth in the long run. You can also make sharing easy with the app, you can connect your vet by sharing analytics and providing a detailed activity report that can help your vet customized your dog needs.

Statement of Interest

I wanted to create something that reflects who I am, and what I am passionate about. I own pet since I was six years old. and I believe it shaped me to become who I am today. I am proud owner of a potbelly pig, he was given to our family as an accident, but we have grown to love him as a big part of the family. The vet told us that pigs are similar to other canines. So we base of his activities, diet and discipline to dogs. Pigs are naturally smarter than canines, that's is why our pig out smart all the dogs in the dog park. He likes to run with the other dogs even if he is the last one, swim in the pool, and even play tricks. Being away with my pet is hard. It is a challenging task to make sure he eats on time, get plenty of water, and exercise. For my thesis I decided to devote all my efforts and knowledge in creating a mobile application that will help pet owners track the progress of their pets anytime, anywhere.

We devote our time and efforts in giving the best care we can give to our pets. Why not make it fun, effective, and intuitive. I aim to help pet owners to be proactive in taking charge of their dog wellbeing and prevent any future health problems.

WHAT'S SPARKY?

Sparky

is a dynamic combination of a lightweight wearable tracker that attaches to your canine existing collar. It is design to be worn at all times, even while swimming. You connect your tracker using a mobile application to track canine's activities and wellbeing. The tracker is use to check progress, such as food, water intake, and activities. help canine owners make appropriate decision that will lead to a proactive growth in the long run.

You can also make sharing easy with the app; you can promote your canine's health progress by connecting through your Vet.You will be able to share progress and key analytics to your Vet so they can better customized your dogs needs. Canine lovers will rejoice to the amazing functionality of the application that will help keep the relationship of pet owners and pets unified in positive growth.

MARKET RESEARCH

MARKET SIZE

DOG INDUSTRY

78.2

MILLIONS OF DOGS IN THE U.S

$58.2

BILLION IN REVENUE

2.9%

ANNUAL GROWTH RATE

Source by: Mintel, America's Pet owners Report, 2013

AVERAGE EXPENSE OF DOG OWNERS PER YEAR

$852

ROUTINE VET VISITS, AND SURGICAL VISITS

$409

FOOD, TREATS, VITAMINS/ SUPPLEMENTS, TOYS

$358

GROOMING, KENNEL BOARDING

Source by: Mintel, America's Pet owners Report, 2013

PERCENT OF OVERWEIGHT DOGS IN U.S

53%

OF DOGS IN THE U.S ARE OVERWEIGHT

COMMON HEALTH PROBLEMS ARISE:

BREATHING PROBLEMS
DIABETES
HIGH BLOOD PRESSURE
KIDNEY DISEASES

Source by: American Humane Society Organization, 2013

PET OWNERS ATTITUDES

9 out of 10

American pet owners believe that their pet is a member of their family

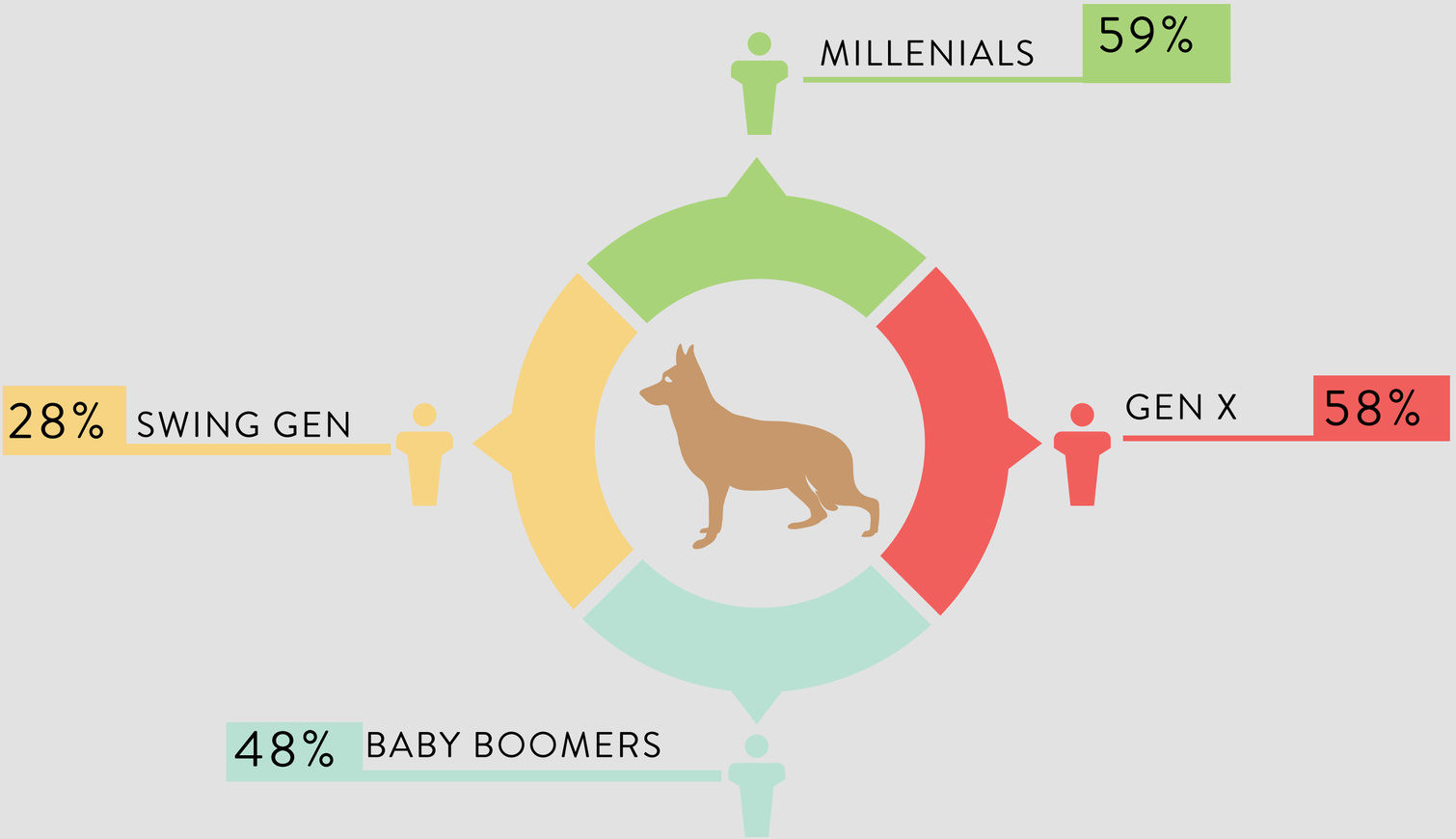
7 out of 10

American pet owners believe it is important to purchase the best products for their pets

Source by: Mintel, America's Pet owners Report, 2013

TARGET AUDIENCE

Dog ownership breakdown per age group



FOCUS TARGETS:

OVERWEIGHT AND OLDER DOGS

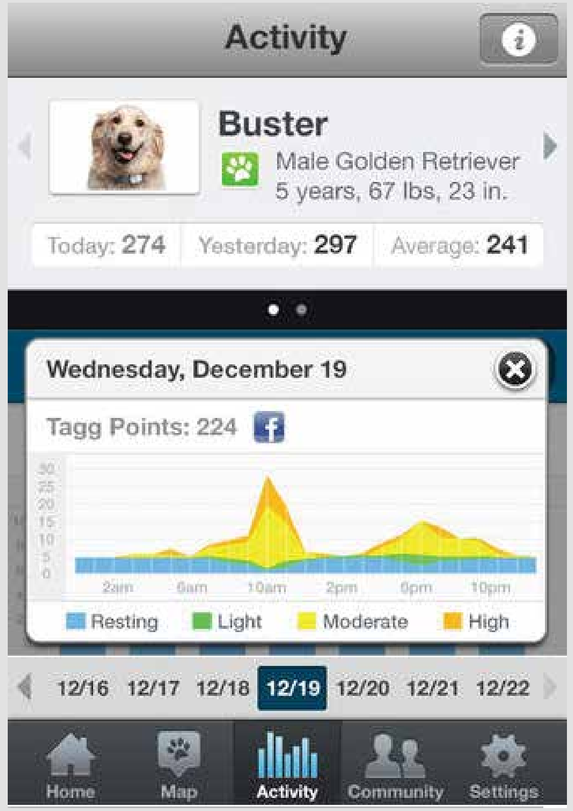
AGING U.S POPULATION:

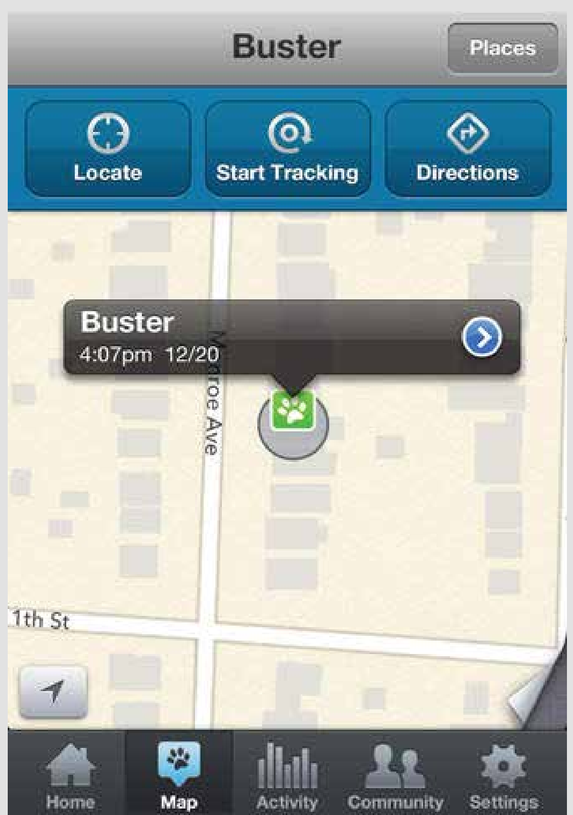
- GENX: 34-54 YEARS OLD
- THEY TEND TO HAVE OLDER DOGS
- THEY ARE WILLING TO DO EVERYTHING TO KEEP THEIR DOGS HEALTHY AND HAPPY
- STRONG SENSE OF FAMILY AND COMPANIONSHIP

HOUSEHOLDS WITH NO CHILDREN

- MILLENIALS: 18-33 YEARS OLD
- IN A LONG TERM RELATIONSHIP AND SINGLE
- DOGS ARE THEIR CHILDREN

COMPETITORS



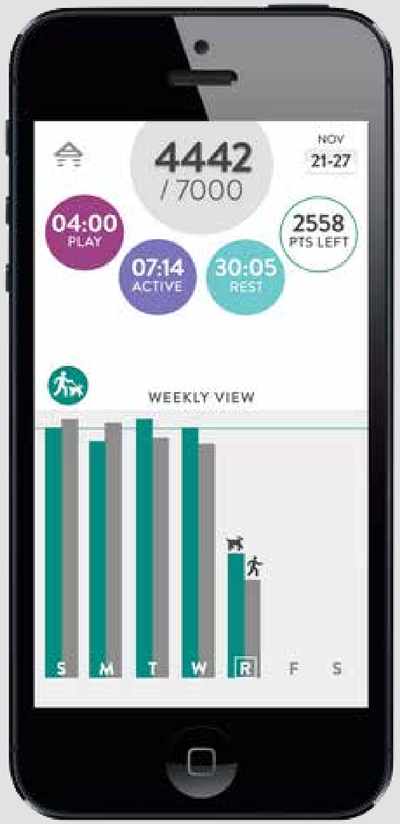


PROS

- Activity & Location Tracking
- User friendly Analytics
- Send direct text to owners and users link to the account

CONS

- Wearable device is bulky
- Battery runs out fast



PROS

- Wearable device is small and durable
- Focus on connection to vets
- Analyzing data is easy to understand

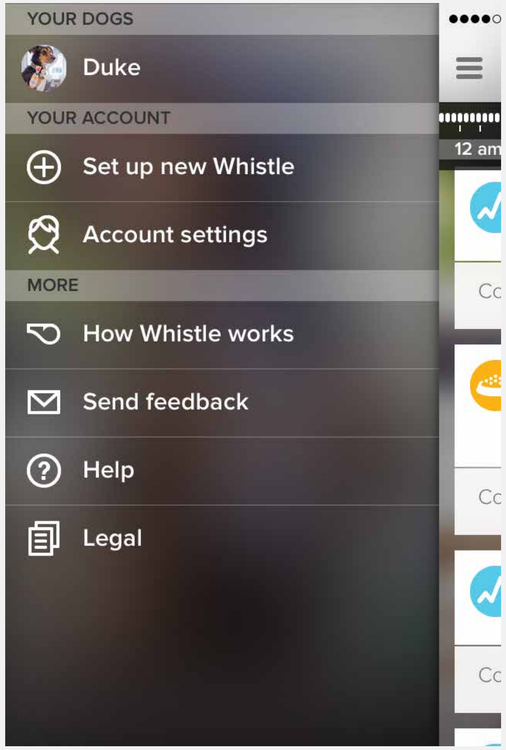
CONS

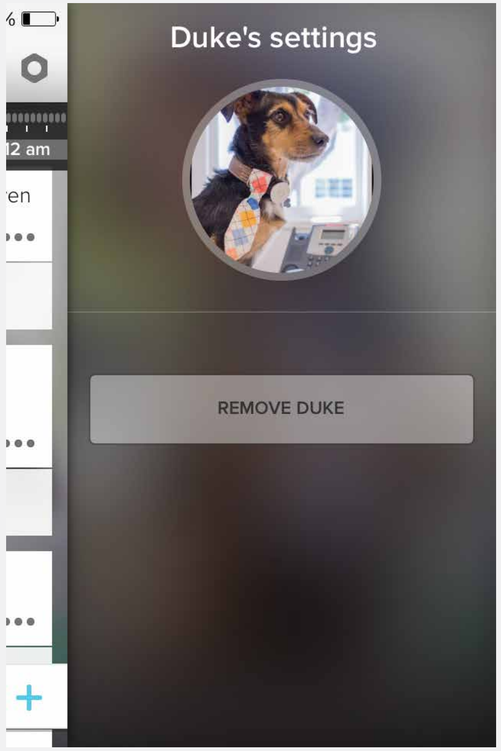
- Pre-order stage
- You can only sync one user per device

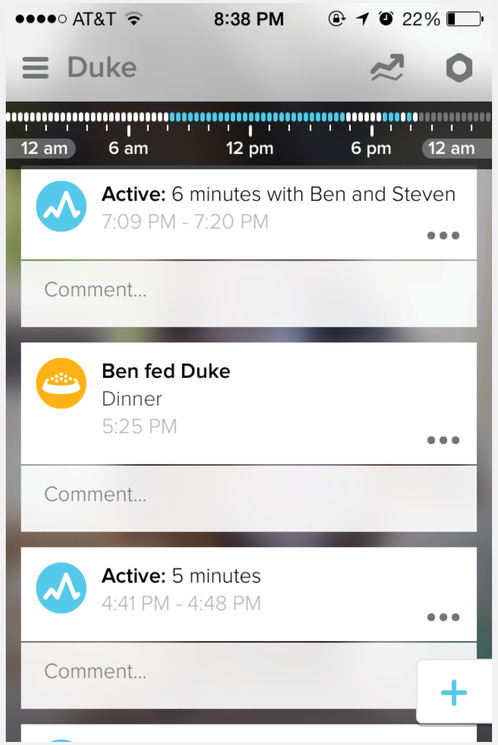
Whistle

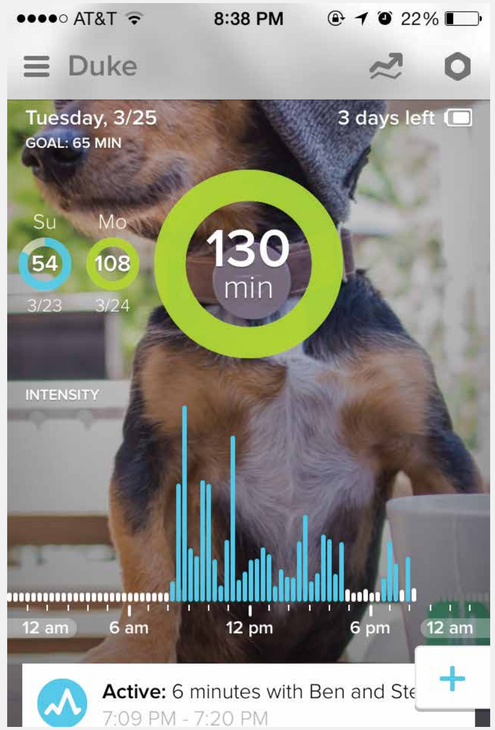
Retail Price $129

PROS	CONS
- Sleek, modern feel of wearable device - Strong brand awareness - Easy to share info with friends and family	- Data breakdown is confusing - Takes a long time syncing devices with other users - Expensive!









COMPETITIVE MATRIX

CATEGORY	PET RELIEF	WHISTLE	TAGG	FITBARK
tracks activity	✓	✓	✓	✓
tracks medication	✓		✓	
tracks vaccination	✓			
tracks location of dog			✓	
help set goals	✓	✓	✓	✓
food journal	✓	✓		
daily mood journal	✓			
sync multiple users	✓	✓		
share data to vets	✓	✓	✓	✓
share through social media		✓	✓	✓

USER PERSONAS

Hi I'm Dave!

"Dependent Dave"

"Cassie is my companion to anywhere, and everywhere I go."

AGE: 48
STATUS: DIVORCE
LOCATION: HUNTINGTON BEACH, CA
GENDER: MALE
OCCUPATION: ART DIRECTOR
GEARS: IPHONE, MAC, FITBIT

DOG DEMOGRAPHICS:

Hi I'm Cassie!

"I like surfboard meetings"

AGE:	GENDER:	DOG BREED:
9	FEMALE	LABRADOR

BACKSTORY:

Dave enjoys outdoor activities with his dog Cassie. He brings her to work everyday after his early surf session. Dave oversees a lot of decision-making at work, that's why he is in and out of meetings all the time. However, he is also in a lot of pressure because Cassie was diagnose with diabetes last year, and she need extra care to make sure she's getting her medications on time. Dave tried to get a dog sitter for Cassie but he feels she is not getting the right amount of help, so he wants to be hands on with making sure Cassie is getting the appropriate care she needs.

NEEDS:

A system that makes it easy for him to track Cassie's medicine intake, monitor daily activities of Cassie's, look at key insight on what cause Cassie to get tired easily, and option to share this progress to Cassie's vet.

GOALS:

To get Cassie in better shape so she can enjoy all the activities she enjoys outdoors, and to keep a healthy lifestyle

TASK FLOW:

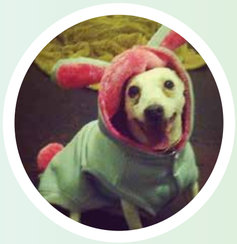
Hi I'm Mary!

"Maternal Mary"

"I love Roo so much that I don't know if it's too much love."

AGE: 31
STATUS: SINGLE
LOCATION: SAN FRANCISCO, CA
GENDER: FEMALE
OCCUPATION: LIBRARIAN
GEARS: IPHONE, KINDLE FIRE

DOG DEMOGRAPHICS:



Hi I'm Roo!

"I love doing movie montage"

AGE:	GENDER:	DOG BREED:
7	MALE	JACK RUSSELL

BACKSTORY:

Mary is a single woman living independently in her studio apartment in Downtown San Francisco. She enjoys reading books, listening to indie music, and her caffeine choice is diet coke. Although she has a set schedule at the Library, she tries to keep her walking routine schedule with Roo. But most of the time she skips walking her in the morning, because they would both stay up all night watching all the episodes of breaking bad. When she leaves for work, she worries what Roo does while she was away, and what the Vet told her because Roo is overweight and needs a constant physical activity.

NEEDS:

To set a activity goal that will help her keep track of the physical activities that Roo does. She also need to monitor weight, amount of food Roo eats, and amount of rest he gets in a day.

GOALS:

To get Roo back in active lifestyle and to maintain a healthy weight so he can enjoy costume parties with his fellow dog friends.

TASK FLOW:

Hi I'm Fifi!

"Pampered princess"

"Today is so stressful, I need a massage!"

AGE:	GENDER:	DOG BREED:
3	FEMALE	PUG

STATUS:

"SINGLE AND LOOKING"

Hi I'm Ginnie!

"Fifi is my child!"

STATUS:	IN A RELATIONSHIP
GENDER:	FEMALE
OCCUPATION:	MANAGER, TRADER JOE'S
GEARS:	IPHONE, MAC, FITBIT

BACKSTORY:

Fifi is a entitled princess puppy, She's well taken care of and a lot of people are drawn to her optimistic and bubbly character. She is very friendly to everyone she meets. She loves to play dress up and pose for the camera. Her owner loves buying her the best treats and clothes and make sure she gets spa treatments every month. But Fifi has been gaining a lot of weight and her friends are noticing her mood changes.

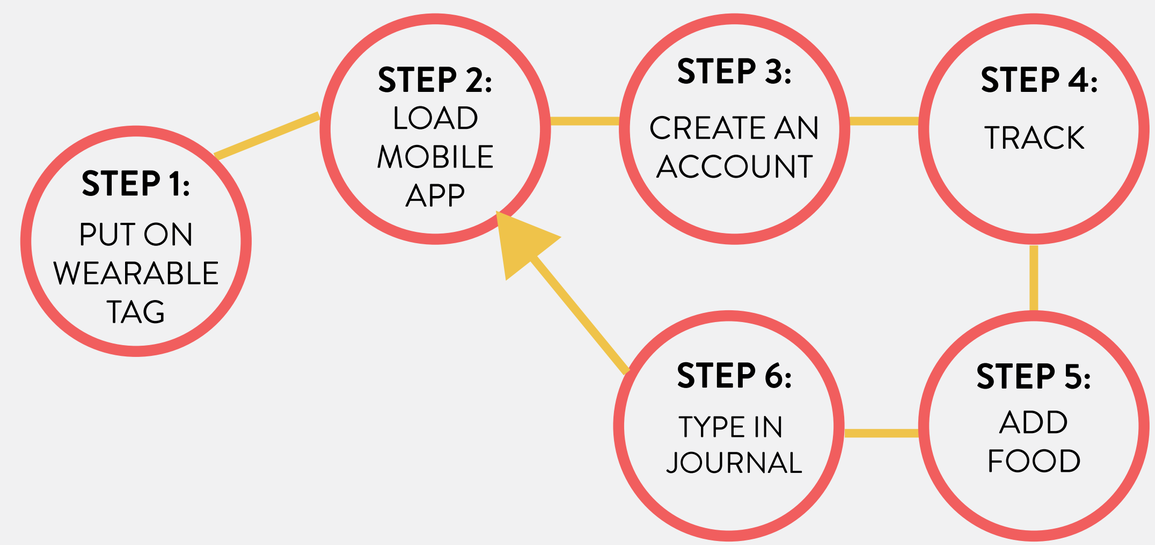
NEEDS:

Fifi needs fashionable accesory that tracks her food intake and exercise so she can stay on top of her health fitness goals.

GOALS:

To get enough exercise, and appropriate meals and snacks to balance her overall wellness

TASK FLOW:



WALKTHROUGH

STEP 1/10:

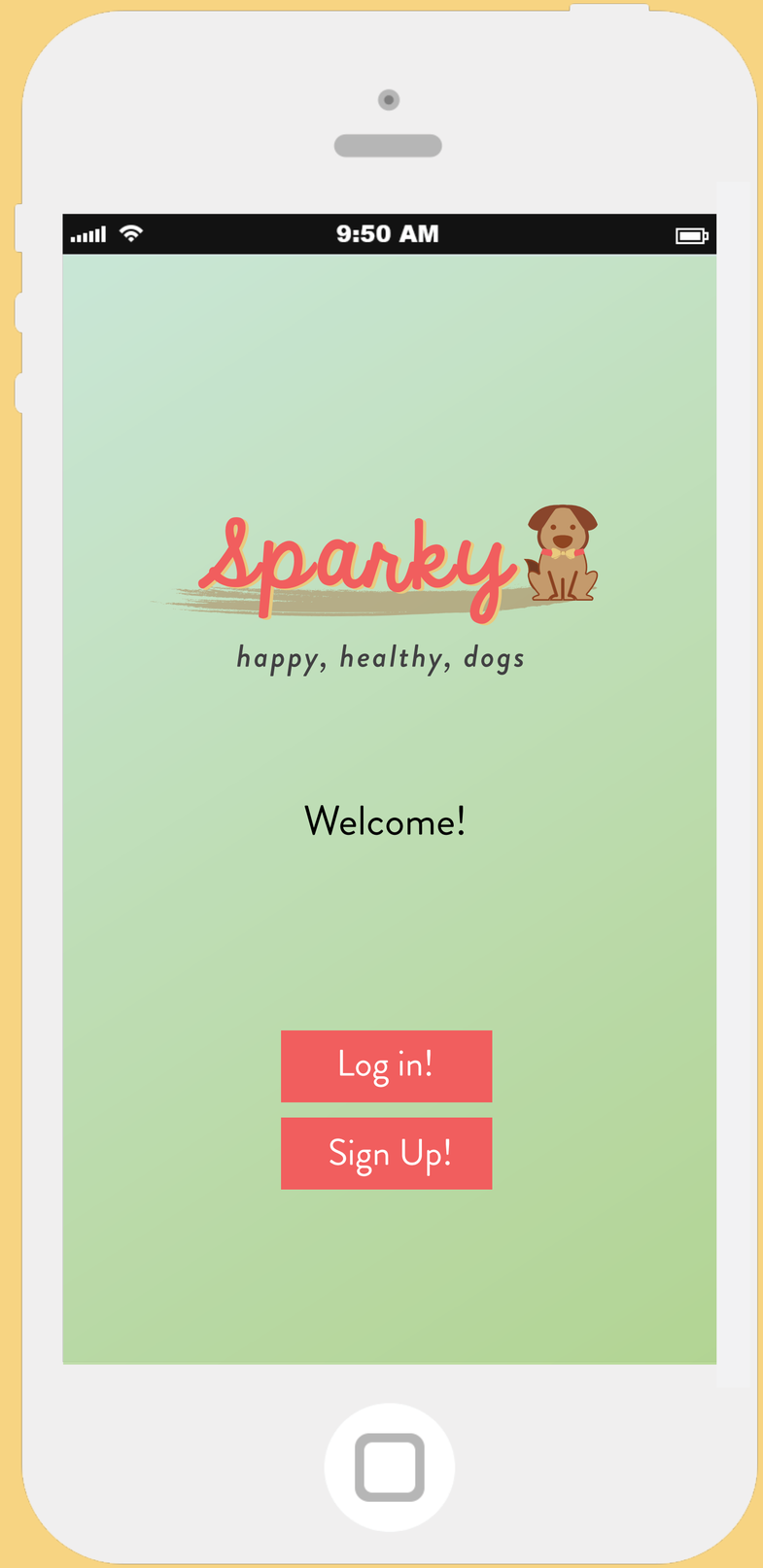
ATTACH THE DEVICE TO YOUR DOG

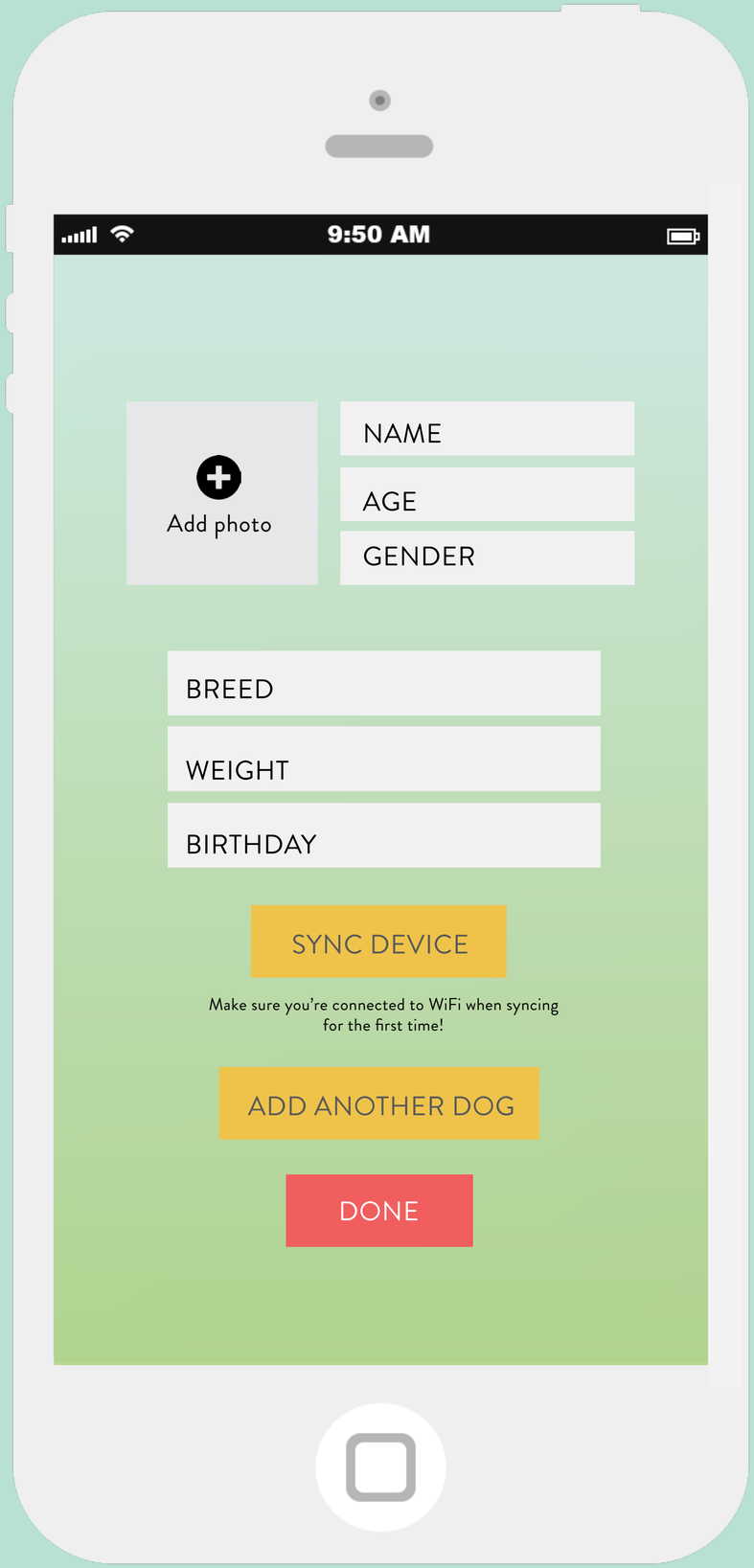
YOU CAN USE ANY DOG COLLAR TO ATTACH THE WEARABLE TRACKER. YOU MUST ALSO DOWNLOAD THE MOBILE APPLICATION ON APP STORE.

STEP 2/10:

LOAD THE MOBILE APP!

IF YOU HAVE AN EXISTING ACCOUNT HIT LOG IN, IF NOT SIGN UP. YOU MUST CONNECT THROUGH WIFI FOR FAST CONNECTION





STEP 3/10:

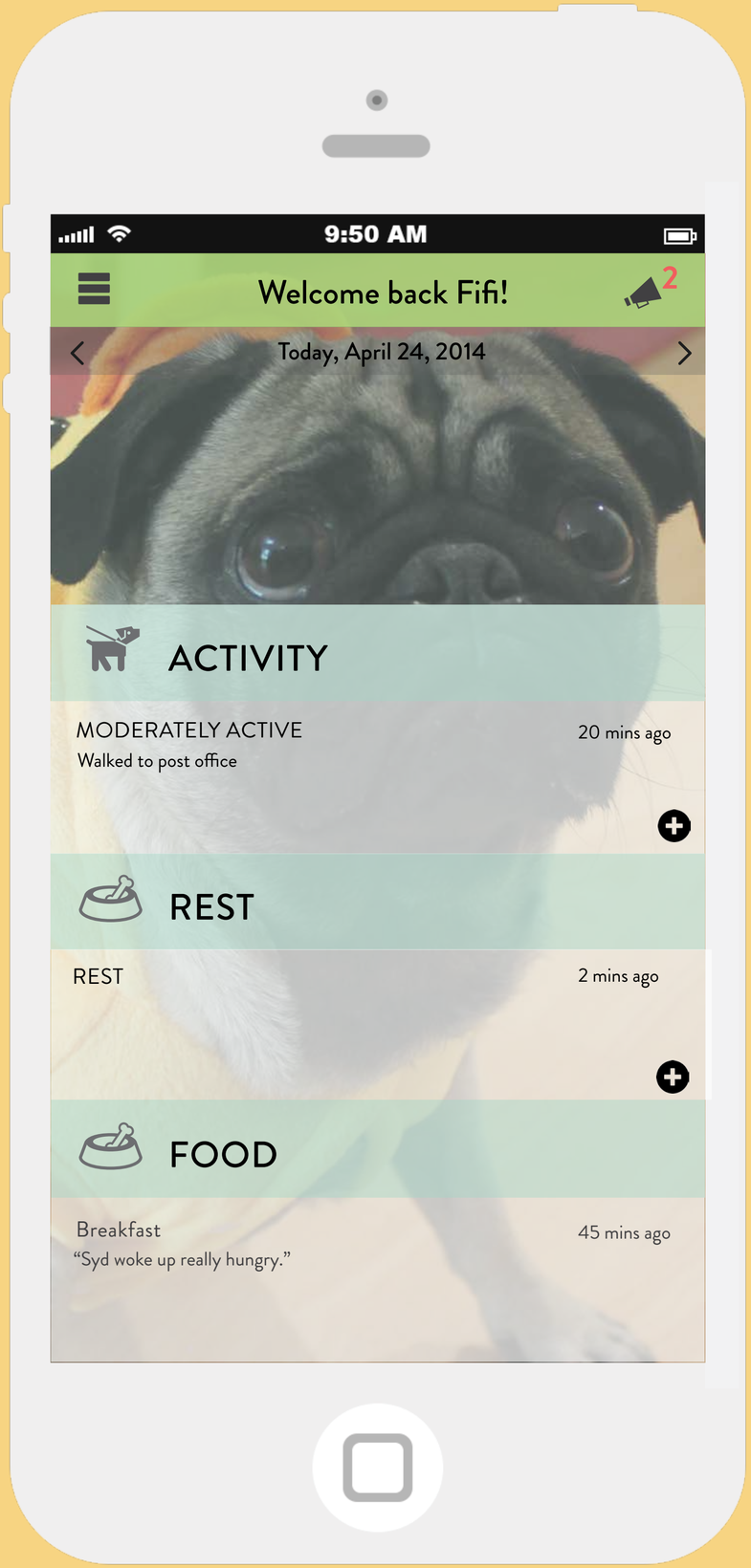
FILL IN THE INFO NEEDED

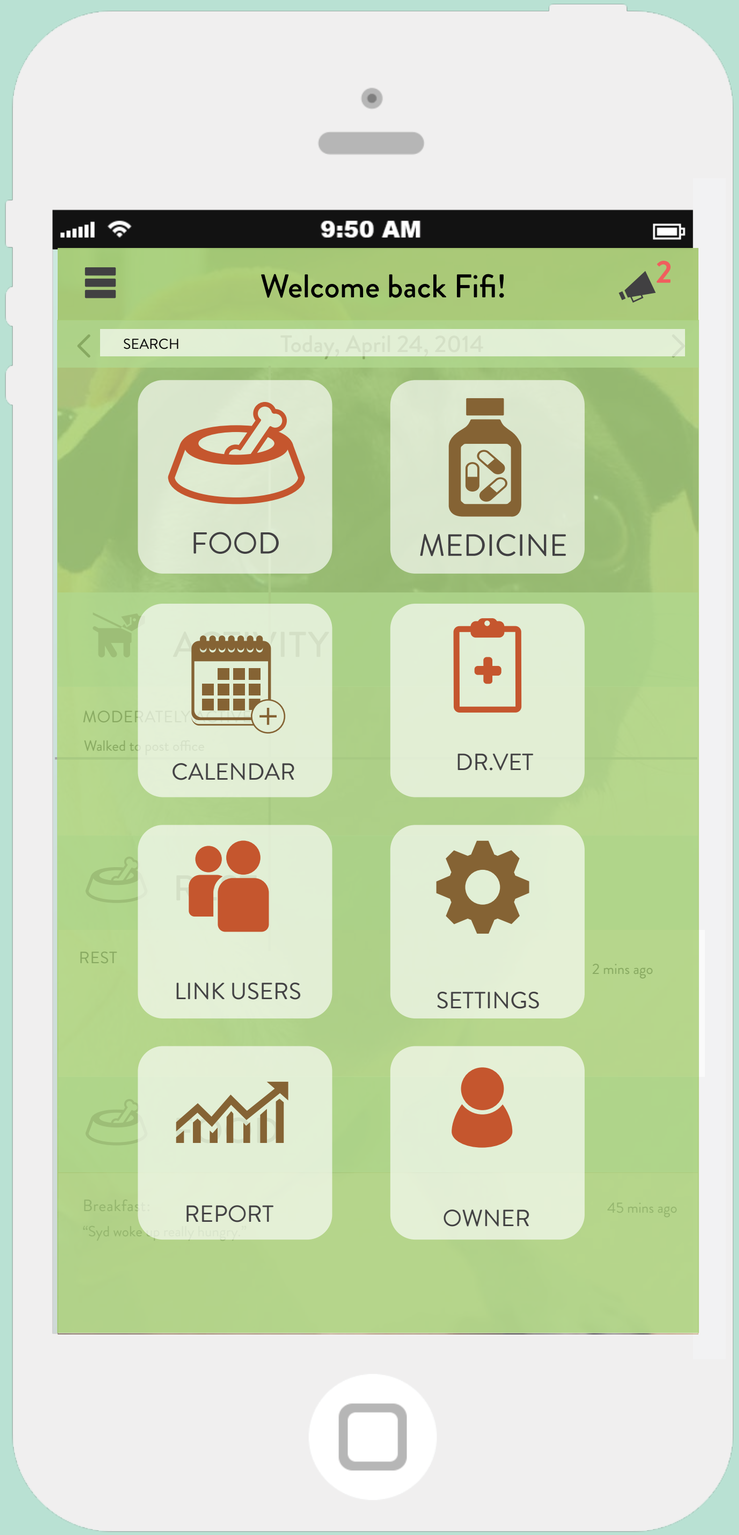
THIS WILL HELP US CUSTOMIZED YOUR DOGS NEEDS, YOU CAN ALSO ADD MULTIPLE DOGS AND SYNC THERE DEVICES AND MANAGE THEM EASILY IN ONE PHONE

STEP 4/10:

THIS YOUR HOME DASHBOARD

THIS WILL SHOW AN OVERVIEW OF YOUR DOGS ACTIVITIES AND THROUGHOUT THE DAY



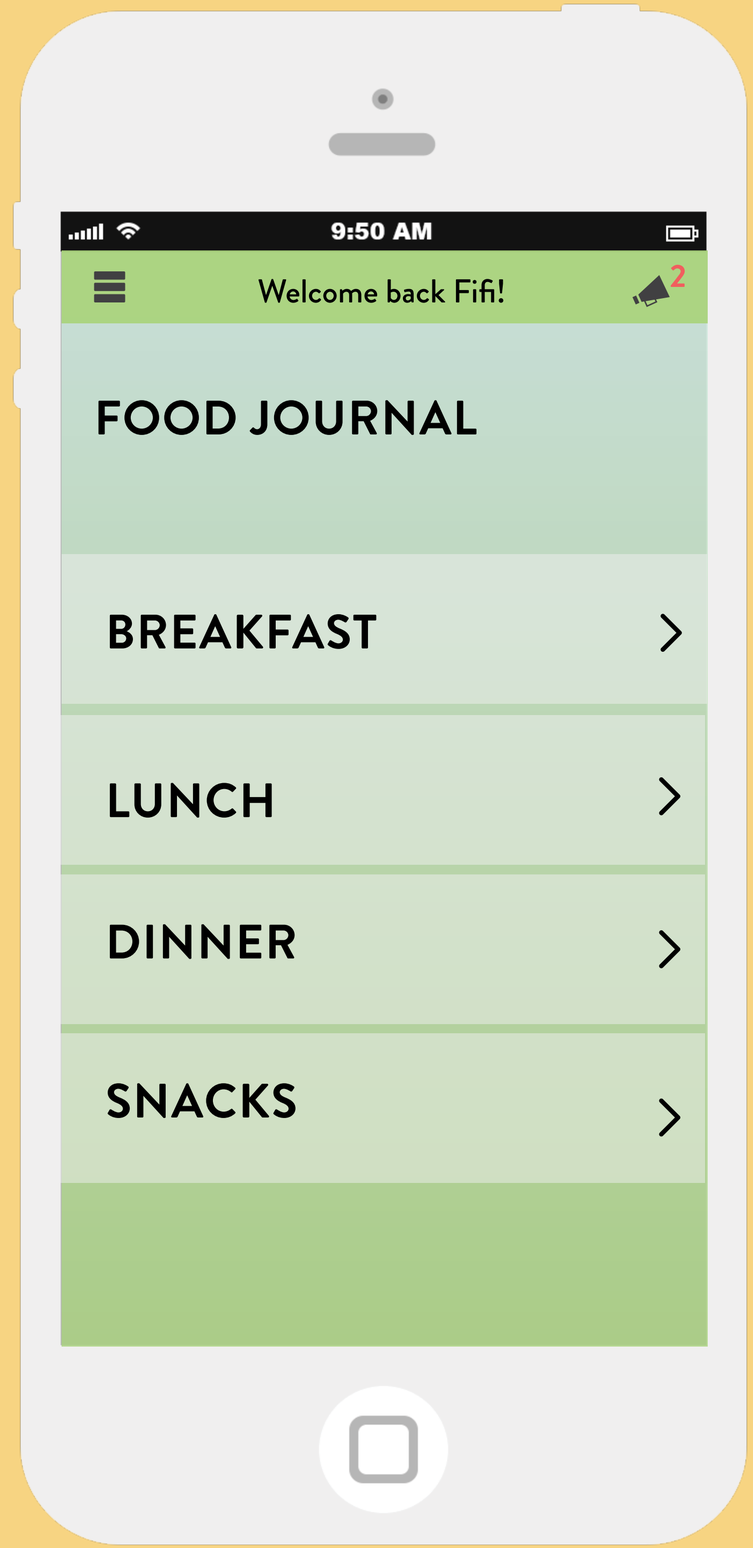


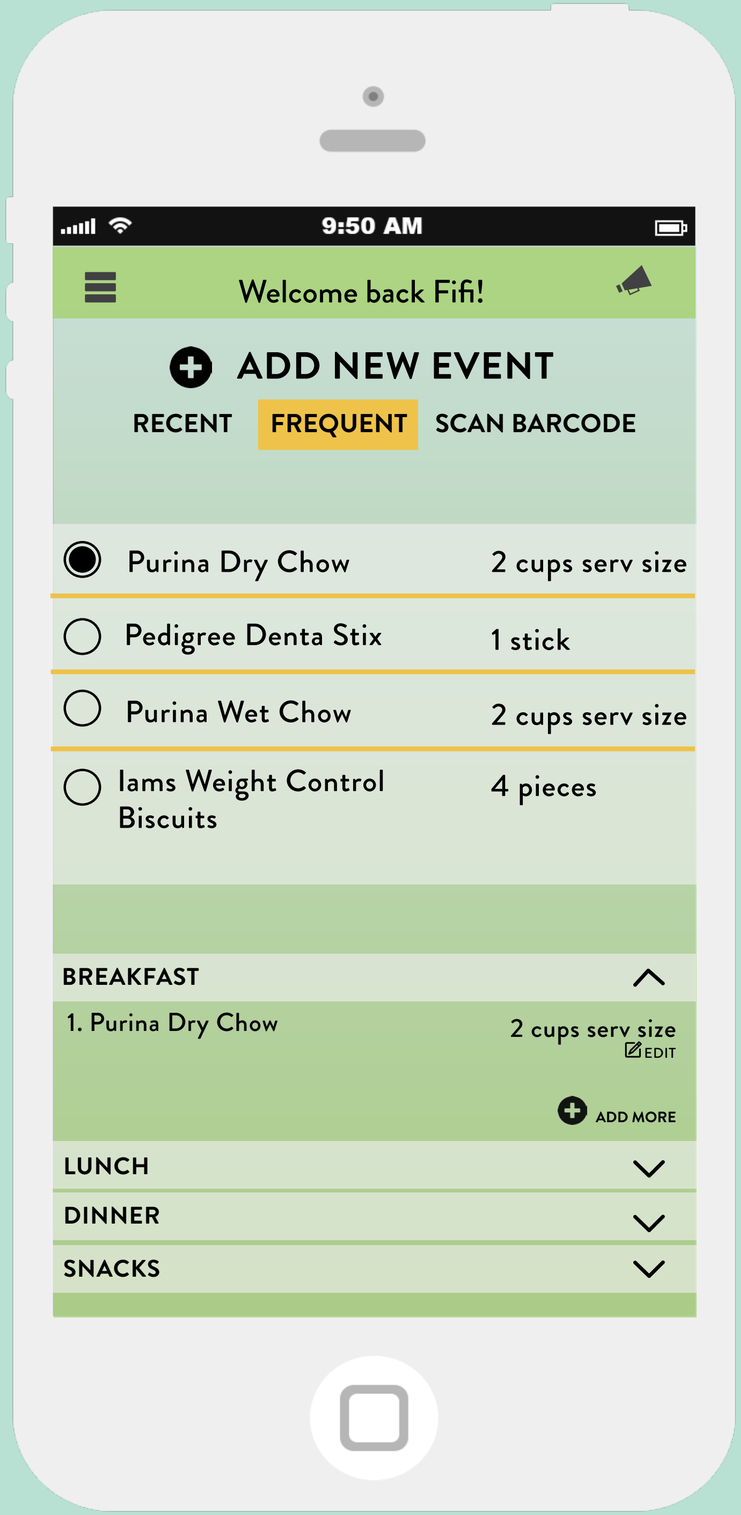
STEP 5/10:

NAVIGATION

STEP 6/10:

LOG IN THE TIME OF DAY OF YOUR FOOD JOURNAL





STEP 7/10:

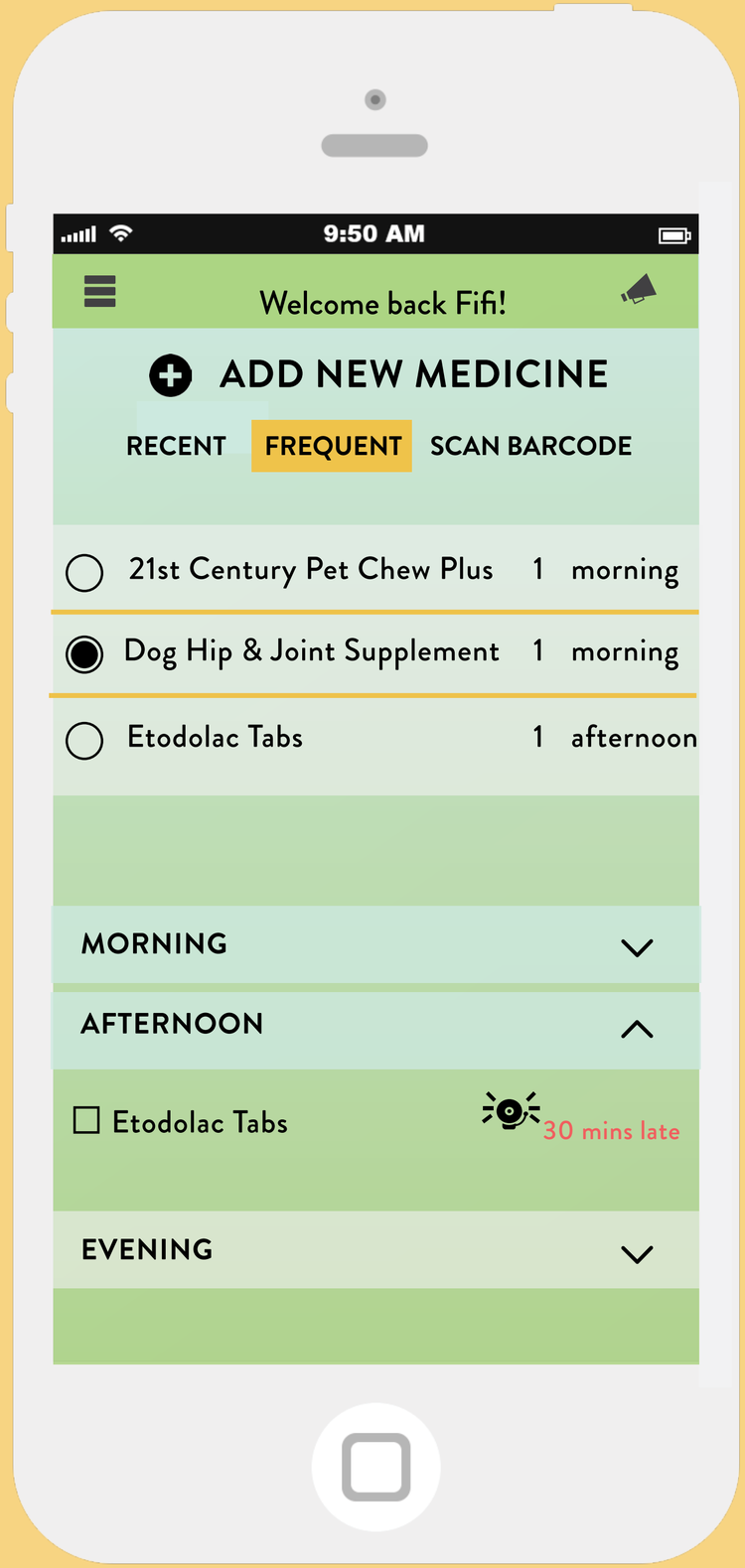
FOOD TRACK DASHBOARD

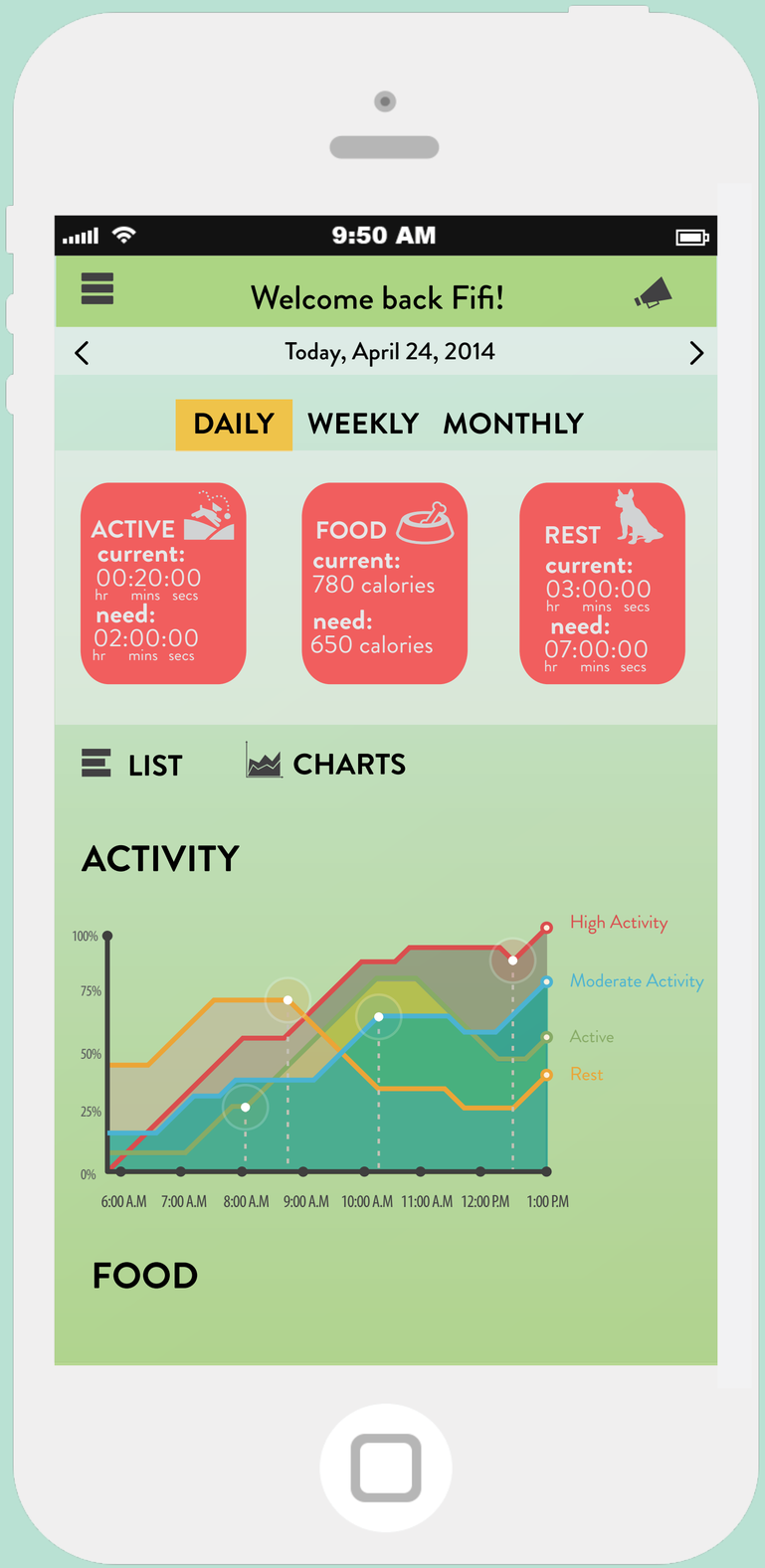
YOU CAN SCAN THE QR CODE OF YOUR DOG, OR MANUALLY INPUT THE FOOD INFORMATION

STEP 8/10:

MEDICINE DASHBOARD

YOU CAN SCAN THE QR CODE OF YOUR DOG MEDICINE, OR MANUALLY INPUT THE INFORMATION. YOU CAN SET AN ALARM AS WELL TO MAKE SURE THE MEDICINE IS GIVEN IN THE RIGHT TIME





STEP 9/10:

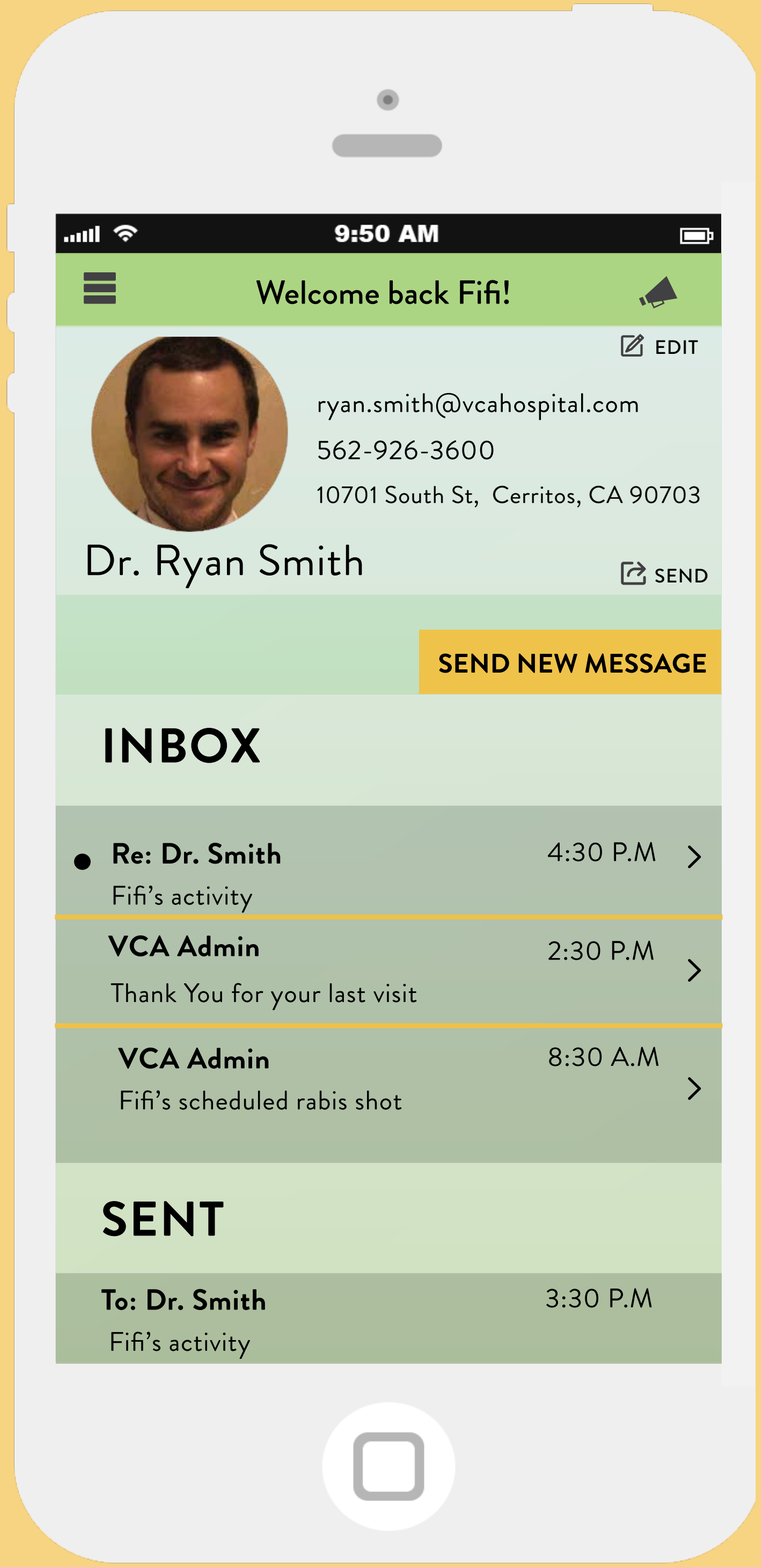
ANALYTICS DASHBOARD

ANALYTICS OF YOUR DOGS ACTIVITIES IN DETAIL

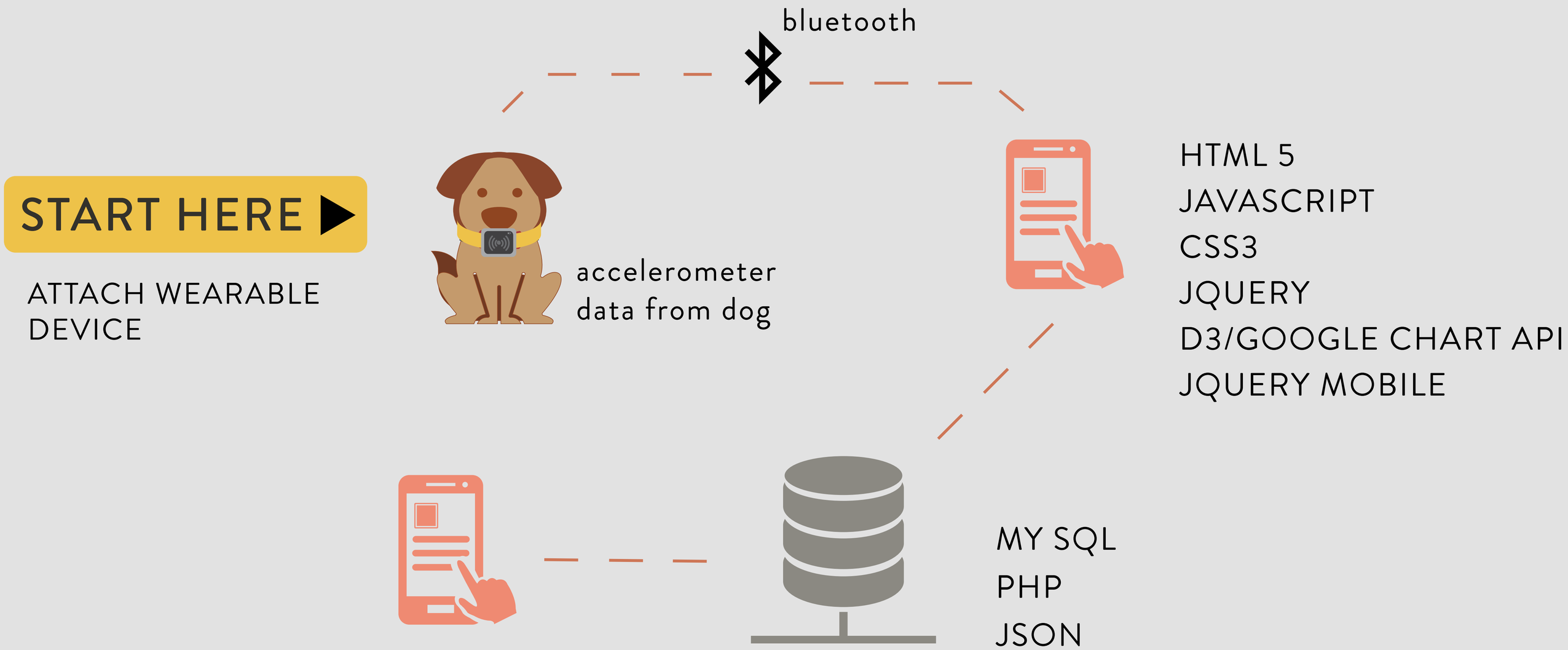
STEP 10/10:

LOG IN THE TIME OF DAY OF YOUR FOOD JOURNAL

SHARE AND INTERACT ONE ON ONE WITH YOUR VET ANYTIME, ANYWHERE



DATA DIAGRAM


bluetooth
START HERE
ATTACH WEARABLE DEVICE
accelerometer data from dog
HTML 5
JAVASCRIPT
CSS3
JQUERY
D3/GOOGLE CHART API
JQUERY MOBILE
MY SQL
PHP
JSON

SITEMAPS & DELIVERABLES

SPARKY

ANALYTICS

- FOOD
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW
- MEDICINE
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW
- MOVEMENTS
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW
- REST
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW

TRACK

- FOOD
- MEDICINE
- MOVEMENTS
- REST

MANAGE

- CALENDAR
- VET CONNECTOR

PROFILE

- USER
- LINK USERS

FINAL DELIVERABLES

SPARKY

ANALYTICS

- FOOD
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW
- MEDICINE
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW
- MOVEMENTS
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW
- REST
  - DAILY VIEW
  - WEEKLY VIEW
  - MONTHLY VIEW

TRACK

- FOOD
- MEDICINE
- MOVEMENTS
- REST

MANAGE

- CALENDAR
- VET CONNECTOR

PROFILE

- USER
- LINK USERS

TIMELINE

GR 616
Making Ideas Visible

WNM 801
User Experience

WNM 801
Responsive Web

SUMMER 14

MID POINT PRESENTATION

WNM 610
Balancing and Creativity
Instructor: TBA

ADV 622
Perspective in Adv
Instructor: TBA

FALL 14

- RESEARCH
- REFINE CONCEPT
- DATA COLLECTION
- USABILITY TESTING
- VISUAL DESIGN
- CODING

WNM 801
Visual Design

WNM 801
Scripting Mobile

GLA 675
Professional Practices

SPRING 15

SUMMER 15

FINAL REVIEW

WNM 300
Interactive Applications

WNM 801
Directed Study
Content

Sparky

happy, healthy dogs